

# HUNTINGTON BEACH \* SIX-MONTH STRATEGIC OBJECTIVES

## 31 July 2009 through 15 January 2010

### THREE-YEAR GOAL: *MAINTAIN OUR FINANCIAL RESERVES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the Aug. 17, 2009 City Council meeting	City Administrator and Finance Director	Present to the City Council for action a revised reserve policy.				
2. At the Sept. 8, 2009 City Council meeting	Finance Director	Present to the City Council an updated Long-Term Financial Plan and its components.				
3. Jan. 15, 2010	Finance Director and City Administrator	Conduct a City Council study session on PERS rates and their implications.				
4. At the Feb. 1, 2010 City Council study session and quarterly thereafter	Finance Director	Present to the City Council quarterly financial updates.				

**THREE-YEAR GOAL:** *MAINTAIN, IMPROVE AND OBTAIN FUNDING FOR PUBLIC IMPROVEMENTS*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Sept. 1, 2009	Director of Public Works and Planning Director	Conduct an EIR scoping meeting for the Circulation Element of the General Plan.				
2. Oct. 1, 2009	City Administrator and Dep. City Administrator	Report to the City Council on the status of the Senior Center.				
3. Oct. 1, 2009	Director of Public Works, working with the Army Corps of Engineers and the Ferguson Group	Identify funding opportunities of the WRDA grant for the Heil Pump Station.				
4. At the Nov. 16, 2009 City Council meeting	Director of Public Works	Present to the City Council for consideration an evaluation of the process and required procedures to transfer ownership of block walls to property owners.				
5. Dec. 15, 2009	Dep. City Administrator	Identify cost neutral funding for Green projects and present to the community's Sustainability Committee.				

### THREE-YEAR GOAL: *MAINTAIN PUBLIC SAFETY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Sept. 30, 2009	Fire Chief	Present to the City Council for consideration a plan, including costs and funding sources, to relocate Station 8 (Heil) to the city-owned site at Graham/Production.				
2. At the Nov. 2, 2009 City Council meeting	Police Chief, working with the Fire Chief and the Marine Safety Chief	Present to the City Council for information a plan to maintain public safety considering current budget constraints and personnel vacancies.				
3. Jan. 15, 2010	Police Chief	Present to the City Council for action a funding strategy to support construction of a police training facility.				
4. Jan. 15, 2010	Community Services Dir.	Develop a funding strategy to support acquisition of needed equipment to maintain beach safety and present to the City Council for action.				

### THREE-YEAR GOAL: *ENHANCE ECONOMIC DEVELOPMENT*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Sept. 15, 2009	Economic Development Dir.	Commence negotiations of an Owner Participation Agreement (OPA) with developer DJM for Phase II of Bella Terra.				
2. At the Oct. 19, 2009 City Council meeting	Economic Development Dir.	Propose to the City Council for action the hiring of a consultant to amend the merged project area to include previously identified blighted shopping centers.				
3. At the Oct. 19, 2009 City Council meeting	Economic Development Dir., with input from the Council's Economic Development Committee	Present to the City Council for direction proposed developers for a hotel in north Huntington Beach.				
4. At the Nov. 2, 2009 City Council meeting	Planning Director and Economic Development Dir.	Present to the City Council for action an amended Downtown Specific Plan and an amended Parking Master Plan.				
5. Dec. 15, 2009	Deputy City Administrator	Publish and distribute to the City Council standards for accelerated services to expedite development from the Development Departments.				
6. Jan. 15, 2010	Planning Director and Economic Development Dir.	Complete the Beach-Edinger Corridor Specific Plan/EIR and hold at least one public hearing.				

**THREE-YEAR GOAL:** *IMPROVE INTERNAL AND EXTERNAL COMMUNICATION*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Oct. 31, 2009	City Administrator and Finance Director	Present orally an overview of the 2009-2010 budget and financial forecast to all employees.				
2. Dec. 1, 2009	Mayor	Host and conduct at least one town hall meeting to provide information about the city and obtain feedback from the public.				
3. Jan. 15, 2010	IS Director – lead, HR Dir., Dep. City Administrator	Conduct and present to the Executive Team a review of community requests from the Surf City Pipeline.				